

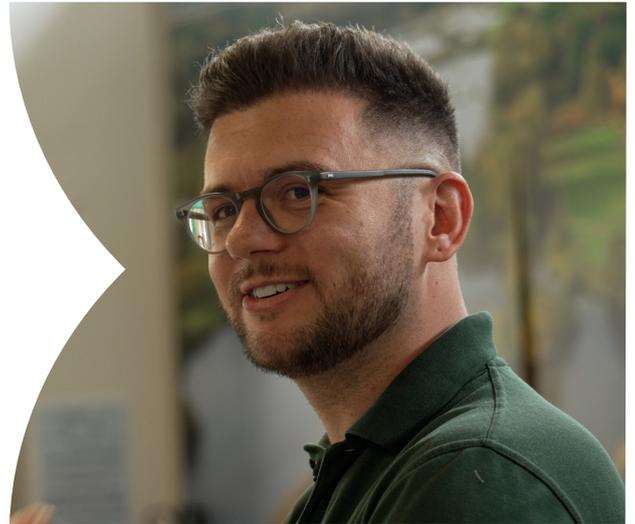
# Ben Marshall

at Pensthorpe



## Investing in Rising Stars

Ben Marshall heads up a talented and committed team delivering and innovating, helping to make Pensthorpe a highly successful national attraction



Ben Marshall exemplifies an emerging generation of innovative leaders shaping North Norfolk's visitor economy. Six and a half years ago, he moved from managing attractions in Harrogate, Leeds, and Scunthorpe to Norfolk, drawn by its landscape and new opportunities. This strategic move led to his appointment as General Manager at Wroxham Barns, where his forward-thinking approach and creative leadership earned considerable recognition. As Ian Russell from Wroxham Barns recalls: "He's a very impressive fellow. We were sorry to lose him, but he was always going to move on to greater things."

Three years ago, Ben became the General Manager at Pensthorpe Nature Reserve and began making several major enhancements to the reserve facilities. He introduced camping accommodation and implemented an ambitious programme of events designed to redefine the offerings of a nature reserve. His innovative strategy centres on diversifying and broadening Pensthorpe's appeal, venturing into areas previously not considered. With a knack for approaching established practices from fresh angles and for pushing limits without losing sight of tradition, Ben exemplifies an inventive leadership style vital for keeping visitor attractions resilient during challenging periods.

Ben's creativity flourishes in North Norfolk's collaborative environment, where he has built networks that fuel innovation. He recognised early on that the region's open culture of idea-sharing was a valuable and creative asset. He has actively cultivated relationships with North Norfolk District Council, who helped him navigate funding opportunities and with whom he can exchange ideas freely. Ben's willingness to pick up the phone, share creative concepts, and learn from others demonstrates the confidence and collaborative spirit that mark him as a leader with significant creative potential for further innovation within the sector.

**"The world's quite challenging at the moment and it can feel like a lonely place but being based here with all the people around us and organisations, it takes that away."**

Ben Marshall,  
General Manager of Pensthorpe

Pensthorpe Natural Park, Fakenham, Norfolk



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